

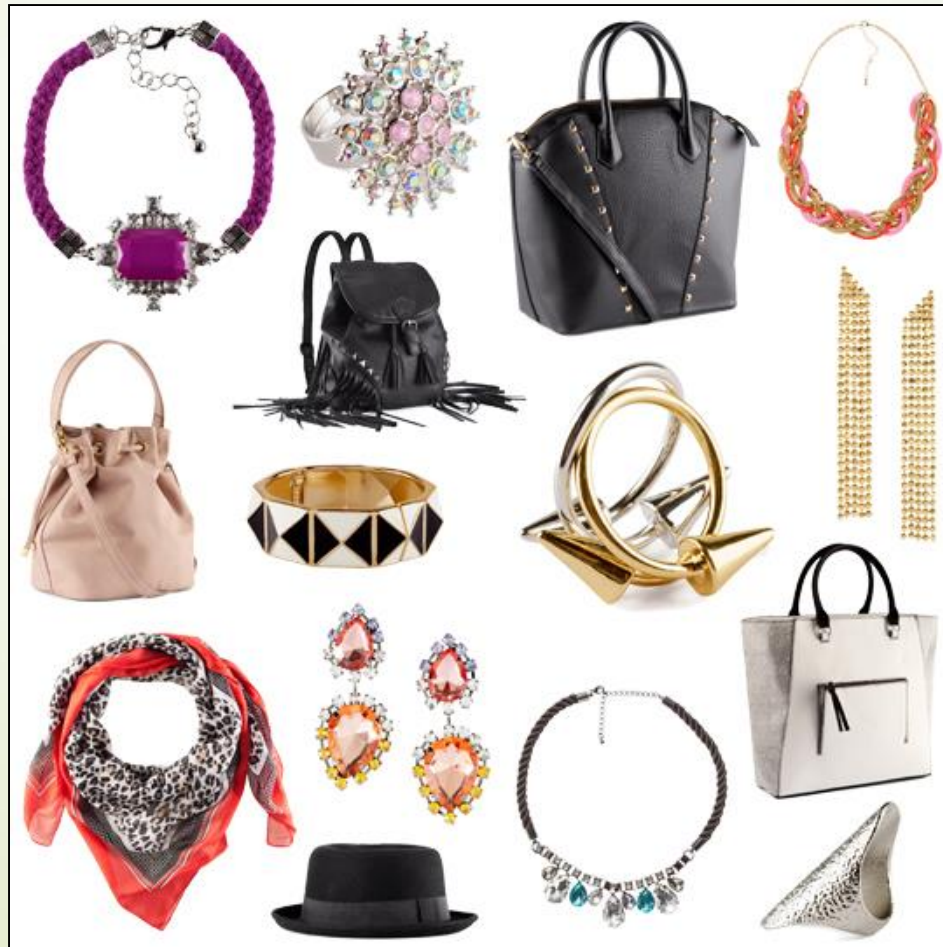
# Fashion Terminology



1.

# Accessories

- ▶ Articles added to complete or enhance an outfit. (Shoes, jewelry, belts, handbags, etc.)



2.

# Apparel

- All men's, women's, and children's clothing.



# 3. Avant-Garde

- A French expression that in the clothing industry means being ahead of fashion.
- Wild, daring and unconventional.
- “Far Out” and does not appeal to most people.
- Disappears after a few years.



# 4. Classic

- Clothing that continues to be in fashion over an extended period of time. Sometimes called “timeless.”
- Examples: Dress pants, sheath dress, A-line skirt, button-up dress shirt, jeans, little black dress, etc.



5.

# Composite

- ▶ A garment that is a combination of tailored and draped construction.



# 6.

# Design Detail

- The various garment parts that distinguish different styles: Necklines, collars, sleeves, bodice, lapels, hemlines, etc.
- A T-shirt is a garment type, the neckline changes the style of that garment. (Example: Crew Neck T-Shirt, Henley T-Shirt, V-Neck T-Shirt, etc.)

Crew Neck



Henley



V-Neck



7.

# Draped

- ▶ **Wrapped or hung on the body and usually held in place with pins, buttons, toggles, sash or belt.**





# 8.

# Fad

- ▶ A temporary and passing fashion. It has great appeal to many for a short time.
- ▶ Examples: Platform shoes, leg warmers, jelly shoes, shoulder pads etc.



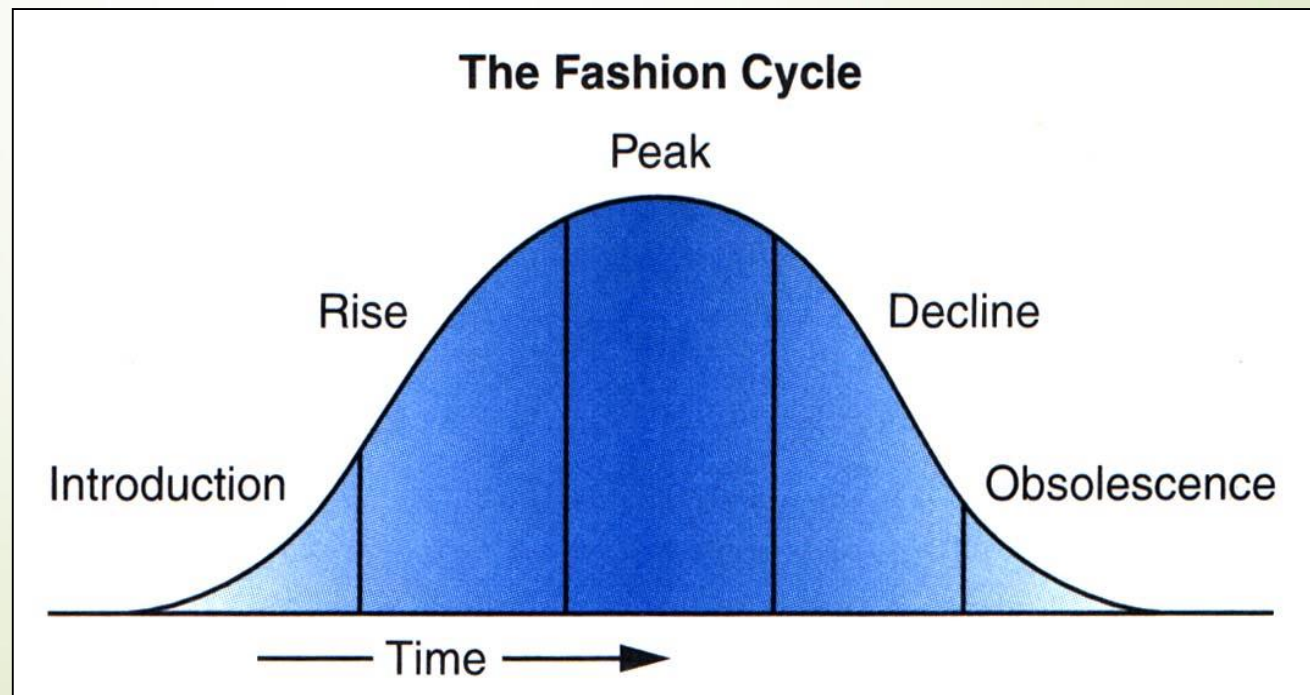
# 9. Fashion

- The currently accepted style that is favored by a large segment of the public.



# 10. Fashion Cycle

- A cycle of the rise, popularity, and decline of a particular style.
- Every fashion passes through 5 stages:
  - Introduction
  - Rise
  - Peak
  - Decline
  - Obsolete



# 10. Fashion Cycle

## ➤ INTRODUCTION

- When a fashion is introduced into the market.

## ➤ RISE

- When a fashion gains in popularity.

## ➤ PEAK

- When a fashion reaches its height of popularity.

## ➤ DECLINE

- When a fashion begins to drop in popularity.

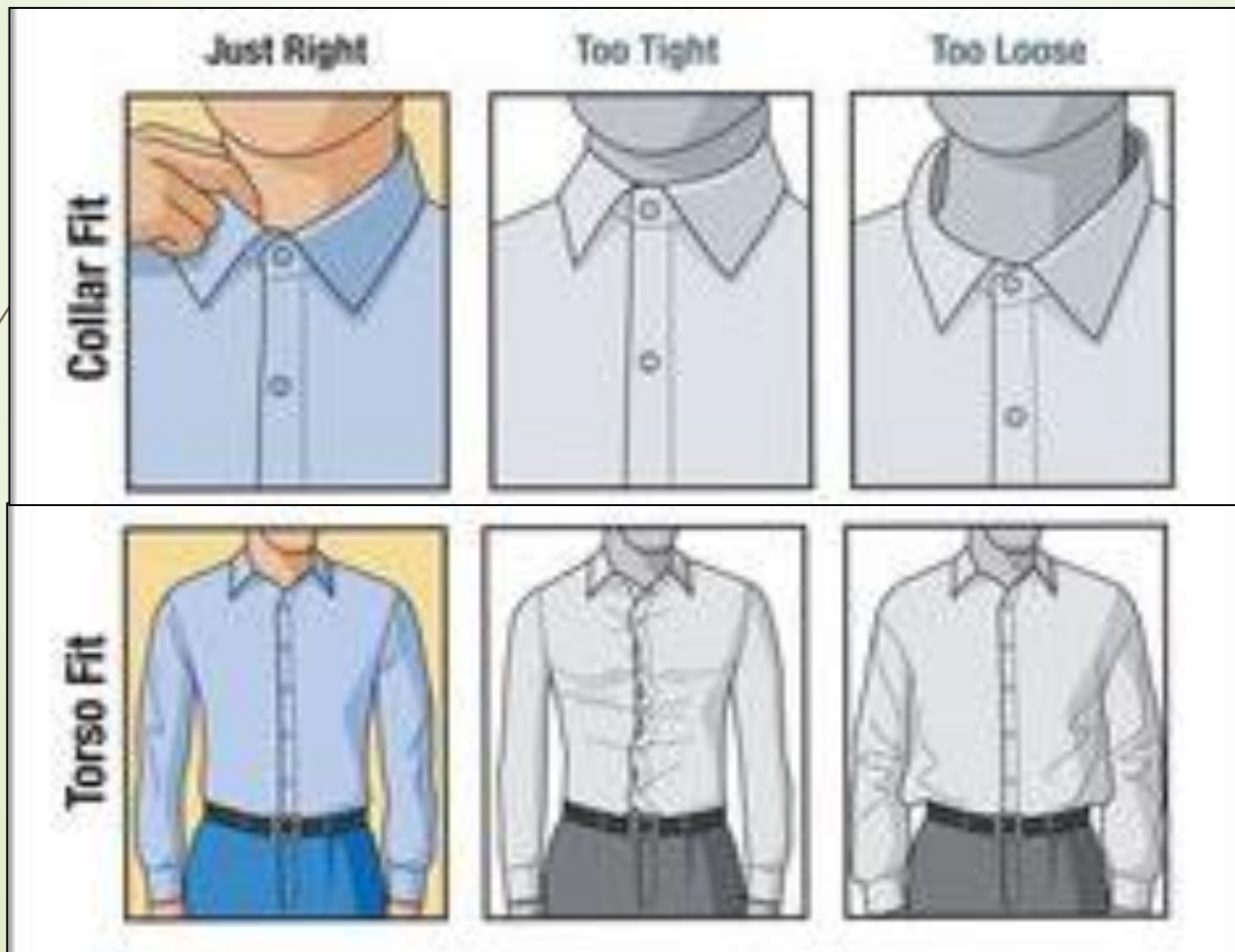
## ➤ OBSOLETE

- When a fashion is no longer popular.

# 11.

# Fit

- ▶ The right size or how tight or loose the clothing is on the person wearing it.



# 12.

# Garment Type

- A category of clothing.
- Dress
- Coat
- Suit
- Sweater
- Pants
- Etc.



# 13. Haute Couture

(oat-koo-TOUR)

- French for “Fine Sewing”.
- The finest clothing from fashion houses by major designers.
- Made for individual customers.
- Original, one-of-a-kind and expensive designs.
- Red Carpet / Met Gala



# 14. Ready to Wear

- Clothing mass produced in standard sizes and sold to customers without custom alterations.





# 15. Silhouette

- ▶ The shape of a clothing style shown by its outer lines.



# 16. Style

- A particular design, shape or type of apparel item. The style of a garment is determined by the distinct features that create its overall appearance.
- Specific design details create specific styles. For example: sheath, shift and princess are all different styles of dresses.

Sheath Dress



Shift Dress



Princess Dress



# 17. Tailored

- A garment made by cutting fabric pieces and then sewing them together to fit the body.



# 18. Trend

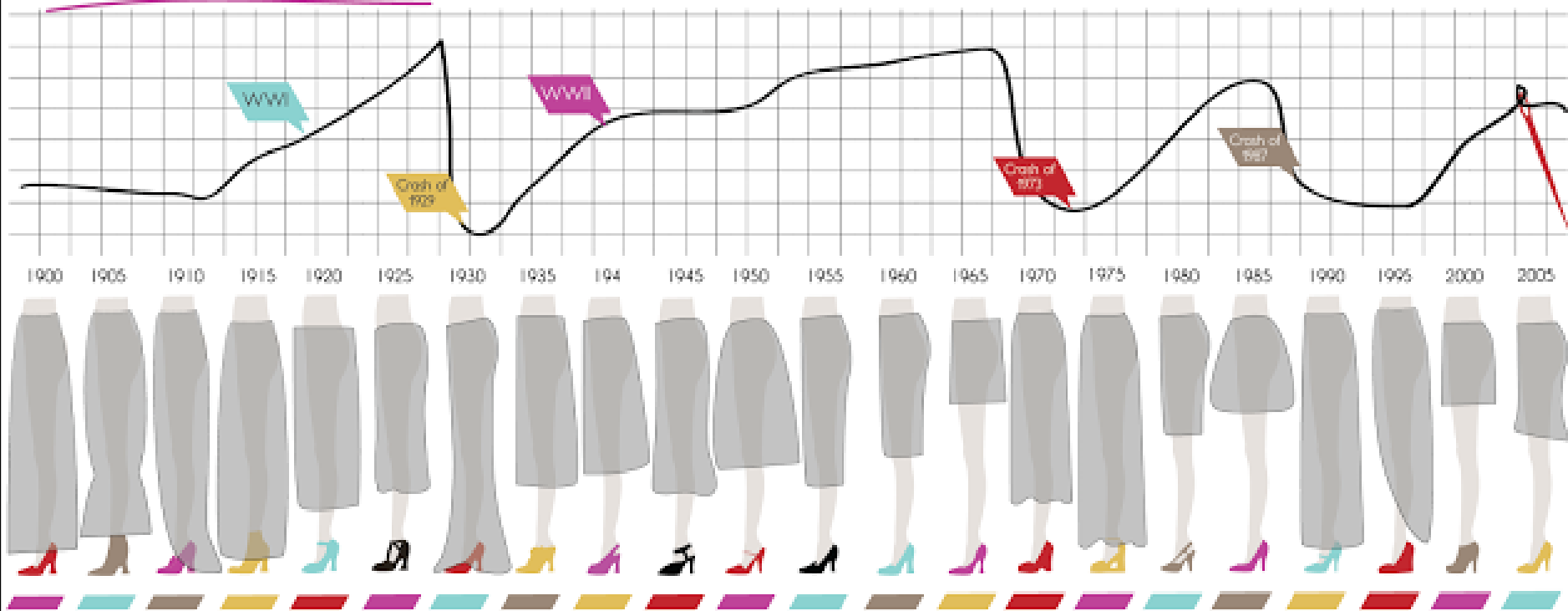
- The movement of a fashion into and through the marketplace.
- Changes in: hemlines, waistlines, color, shoe style, etc.
- Trends repeat every 20-30 years.



# Skirt Length Cycle

## The Hemline Index:

The Hemline Index is a theory presented by economist George Taylor in 1926. The theory suggests that hemlines on women's dresses rise along with stock prices. In good economies, we get such results as miniskirts (as seen in the 1960s), or in poor economic times, as shown by the 1929 Wall Street Crash, hems can drop almost overnight.



# 19. Wardrobe

- All the apparel a person owns including all garments and accessories.

